

uFire.ai

PET BOARDING / LUXURY BOARDING — AMBASSADOR MARKETING

Dog Parents Don't Trust Yelp for Boarding — They Trust Their Neighbor

uFire connects Provo-area pet boarding facilities to local dog owners (250–10K followers) who post facility tours, playgroup videos, and "my dog LOVES going here" testimonials. You pay per post. They fill your kennels with clients who actually trust you.

UFIRE.AI/BRANDS/PET-BOARDING

THE PROBLEM

Why Traditional Marketing Fails Pet Boarding Facilities

✗ 🤔 Leaving Your Dog Is an Anxiety Decision — Not a Price Decision

Pet owners don't shop for boarding on price — they shop on trust. "Where do you board your dog?" is one of the most commonly asked neighbor questions. Reviews help, but a real person vouching for you closes the deal.

✗ 📺 Happy Dogs Make Amazing Content — That Never Reaches New Clients

Playgroup videos, happy doggy daycare moments, and enrichment activities are inherently compelling content. But most of it stays behind closed doors or in private client update feeds — not building your brand publicly.

✗ 🌴 Holiday Season Demand Spikes With No Proactive Lead Generation

Thanksgiving, Christmas, and summer vacations fill you up — but March through May and October sit empty. A proactive ambassador presence builds year-round awareness to smooth occupancy.

THE UFIRE SOLUTION

Simple. Trackable. Human.

1**Recruit Local Dog Owner Ambassadors**

We match your facility with verified local dog owners in Provo who are active on social media and whose followers trust their pet care recommendations above all else.

2**Ambassadors Post Facility and Pet Content**

Real dog owners share playgroup footage, facility tours, happy pickup moments, and genuine "I never worry when my dog is here" testimonials — the content that converts anxiety into bookings.

3**Pay Per Post — Fill Your Facility**

80% of every dollar goes directly to ambassadors. You control budget and timing, scaling campaigns before peak holiday boarding seasons.

THE MATH

Why **Ambassador Marketing** Wins for Pet Boarding

**\$40–
\$80/night**

Average nightly boarding rate
(luxury facilities \$80–\$150+)

**5–10
trips/yr**

Average vacation and
travel frequency for pet-
owning Provo families

**High
loyalty**

Pet owners who trust
their boarding facility
rarely switch

A loyal boarding client using your facility 6 times/year at \$60/night for 3 nights each visit generates \$1,080/year. Ten ambassador posts costing \$400–\$1,000 that bring in 8 new loyal clients generate \$8,640 in annual recurring revenue — an 8–20x annual return.

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GET STARTED TODAY

Ready to Be the Boarding Facility Every Provo Dog Owner Recommends?

We're launching in Provo, UT — pet boarding facilities are among the first to go live. Limited brand spots available.

ufire.ai/brands/pet-boarding

No contracts. Pay per post. Cancel anytime. 80% goes directly to ambassadors.